Great past. Big future.

Medway is a modern region with green spaces, breathtaking countryside and a superb quality of life. Our population is varied and diverse. We have a rich history with the Romans, Anglo-Saxons and Normans... and of course Medway is known for its naval and military past.

Our river offers dramatic vistas, unique architecture and wonderful places and this prime position gives Medway a distinct character and edge. We have ambitious plans and are making Medway a force to be reckoned with on the international stage.

Cllr Rodney Chambers
Leader, Medway Council

Who should attend?

This is a chance for you to help shape Medway’s future.

Come and exchange thoughts with others including:
- senior professionals from regional cultural agencies and national government
- people employed in creative industries
- architects and planners
- business representatives
- artists
- people who work in the tourism industry
- education workers
- representatives from local authorities and development agencies
- representatives of community associations and from the voluntary sector

Thanks to sponsorship from Tourism South East, Medway Council, Medway Renaissance, SEEDA, Culture South East and Sport England, The Making of Medway is free of charge.

The Making of Medway is led by Mark Dowling, Head of Development and Urban Regeneration at Tourism South East and produced by SAM - please contact Helen Charlton on 01273 882 112 or email helen.charlton@sam-culture.com

Programme accurate at time of print, but may be subject to change without notice.
Imagine Medway in 20 years time… How would you like it to look and feel? What matters most to you about the area and how it should change?

The Making of Medway is a day of provocation and inspiration. You’ll hear about ambitious plans for Medway from a range of key investors and honest reaction and ideas from independent experts in placemaking.

11:15am IMAGINING MEDWAY: Four Views

What do other think of Medway’s potential? Four experts with considerable international knowledge talk about what makes a place special and what they think Medway has to offer.

Professor Eddie OBE: Marketing Medway

"To compete in the global economy, place marketing skills must be developed in Medway to identify what a region has that someone wants. Tourism cannot exist in isolation from the region it serves and must focus on wealth creation to justify public sector support. Destination marketing organisations are charged with maintaining the perception of the business in which they are engaged."

Eddie is Chair of Rex Urban Regeneration Company with over 35 years’ experience in the tourism industry in the public and private sector. As the first Chief Executive of the Gravereaux Tourist Board he led Gravereaux to be Europe’s City of Culture 1990.

Simon Anholt: The Medway Brand

"Today, Medway competes for tourism, capital, consumer, cultural exchanges or simply the attention of the media and public. Medway needs to do more than offer produce and services, it must cultivate a brand image, a competitive identity. Nothing is more dangerous than the assumption that, because cities and regions find themselves competing in a marketplace, they can do this through better or more expensive marketing communications."

Simon Anholt is an international expert on place branding and the British Government adviser on Public Diplomacy. He widely used Nation Branding Heaton provides a ranking of brand value of cities

Sir Terry Farrell: Connecting Medway

"Medway is a new concept in town planning...through placemaking in Medway in order to make the most of the new area. This approach to regeneration combines a globally informed view of what makes places work 

-the intersection of consumption, commercial interests and infrastructure -sustained by high quality design to build character and identity."

Sir Terry Farrell is one of the world’s foremost architects and urban designers. He is known for his chairmanship inspired by the many cities in which he has lived, visited and worked. He has initiated and completed numerous high-profile building schemes and master-plans worldwide.

Simon Calder: Inspiring Medway

"Try not to get bogged down in the endless car park spaces and sprawl of the Medway Towns, allow the Catenary Tram to England in England: A cramped but satisfying corner of Kent", it was, or ‘dear if that is what visitors from elsewhere in the UK would describe it as? If so, I’m sorry, what do you think of Medway?"

Plenty; in a happy place the confidence of character and history, and then water, natural beauty and the potential to change perceptions of the area. "It is properly interpreted and communicated. I intend to bring innovations from my work around the world to Medway. My hope is that they will be inspirational." Simon Calder, Travel Editor for the Independent, producer of BBC’s Himalaya series, presenter of programmes on BBC Radio 3's The Verb on board the Paddle Steamer Kingswear Castle; and author of guidebooks to various parts of the globe.

Lunch & all refreshments

1:15pm – 2:15pm WORKING IN PARTNERSHIP TO ACHIEVE CULTURAL RENAISSANCE

Cllr Rodney Chambers, Leader, Maurice Hall – Chair, Agate Services

Local Strategic Partnership: How partnerships are working in Medway to realise the ambitions and potential of the area and an introduction to the workshops that will follow.

2:30pm WORKSHOPS AND EVENTS

Choose one of the following four options:

1. TRANSFORMATION DESIGN MASTERCLASS

An opportunity to discuss how to transform Medway through vision, design and placemaking with:

Sir Terry Farrell – Designer Champion Medway

Mark Bradbury – Head of Chatham Developments, leads on the regeneration of Chatham as a cultural, retail and commercial centre. His biggest challenge is the perceived image of Chatham and getting busy citizens to warm to the long-term process of development.

Bob Dimond, Editor of Medway Messenger and new Obhams

How can Medway, with its close proximity to London, compete for the opportunity offered by major sporting events around 2012?

2. SPORTING CHANGE

Paddy Horlicky, Head of Strategic Planning & Development, Chatham

Bob Dimond, Editor of Medway Messenger and new Obhams

How can Medway, with its close proximity to London, compete for the opportunity offered by major sporting events around 2012?

3. MAKING IT HAPPEN

Eddie OBE: Who is developing the Medway vision and how are they taking the idea to market? Is Medway becoming a victim of its own success? Otherwise how are success monitored and who decides?

4. ALL AROUND THE KINGWATER CASTLE

with Pooch Roc, Barber and name Stephen Turner: How are you going to tell the Medway brand story and how are they taking the idea to market? Is Medway becoming a victim of its own success? Otherwise how are success monitored and who decides?

Please select two from the following masterclasses taking place at different times and indicating your preferred choice in column 1 and second choice in column 2:

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Please return form to: Helen Charlton
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E: helen.charlton@sam-culture.com

The Making of Medway conference is free of charge but places do need to be booked in advance.

Lunch & all refreshments and a dedicated pack will be provided.

Please reserve me a place for: